



Arlington Commission for Arts & Culture

Date: December 2, 2021

Time: 7:00-8:30PM

Location: Zoom

Minutes

Attending: Adria Arch, Steve Poltorzycki, Cristin Canterbury Bagnall, Stewart Ikeda, Lidia Kenig-Scher, Beth Locke, Andrea Nicolay, Stephanie Marlin-Curiel, Nick Castellano, Sarah Morgan-Wu

Absent: Tom Davison

Guests: Cecily Miller, Terry Holt, Janet Oberto

Meeting called to order at 7:05pm

1) ROLL CALL AND RULES OF REMOTE MEETINGS CONDUCTED DURING COVID-19

2) APPROVAL OF NOVEMBER MINUTES

- Approved unanimously by all who attended the last meeting with Lidia's edits already submitted.

3) COMMUNITY ENGAGEMENT UPDATE

- An update was circulated in advance, but the major topic of discussion was recruiting committee members. On January 31st at 7:30pm on Zoom, that Community Engagement meeting will be devoted to welcoming and orienting new volunteers. Specificity about the needs that volunteers can fill is an important strategy. A clear menu of volunteer opportunities has been created. We will be presenting different scales of volunteering so we can meet people where they are.
- Grants Committee is recruiting as well, so a grants committee member can also be there.
- Laurie Bogden is drafting some invite language and will circulate to the larger group.
- On December 11, 3:30-4:30pm a master oud player, Basil Said will be performing as part of the holiday stroll in the Heights. The concert will be hosted by RepHairations. 10 signs are up in the windows of RepHairations. They say, "I Celebrate my Blackness By..."

4) FUNDRAISING UPDATE

- There was a call and will be another call for donations in the late November and early December newsletters.
- There will be another appeal letter this year.
- Adria wants to take a step back from coordinating Chairful.
- We are looking at ways to make use of a database to track donors, participants, artists, etc.
- We have raised 75% of the funds we projected raising and spent about 50% of the funds we expected to spend. Many of the funds raised are due to Cecily's success in getting grants. Now we face the heavy lift of gaining individual and business donations.
- Sarah volunteered to help with connecting to businesses.

5) CULTURAL DISTRICT UPDATE

- The Loop Lab has completed the final segments of the self-guided tour and the tour map.
- There is a google map that you can click on to hear the audio clips.
- We are looking for platforms to launch it from like Spotify or Google Play or wherever you launch podcasts

- The Chamber will be applying for another tourism grant so send Beth ideas that can be included in the grant. The audio tour will be a part of that.
- After the soft launch on the platforms, the Managing Partnership will plan a launch and live tour. Perhaps a brass band could lead people from stop to stop.

5) STRATEGIC DISCUSSION: How can we increase diversity in our volunteers and commission members

- Adria's Commissioner post will need to be filled
- A reminder to look at the strategic plan and the core values as we think about rounding out the Commission's membership and recruiting for volunteer members.
- We can start with participants in Chanel's project. We are still building our relationships with them. The project is still at the beginning.
- We are looking for more community engagement opportunities
- Think about the Grants Committee pool.
- Would like to attract someone who has a community presence but not necessarily from the arts, like a business person.
- Maybe a real estate person
- Without Adria, we will be missing the artist's vision and spark and contacts from the field. What does arts and culture do that other organizations don't. We need to be able to offer that spark of imagination. Adria has been able to convince all sorts of people to support and appreciate the arts.
- We need someone with connections outside of town and with regional or State level contacts, and contacts in Greater Boston arts circles. This connects to our sustainability goal and enable us to go after larger funding sources or participate in broader projects, like Art Week.
- Someone involved in non-traditional art forms
- In answer to the question of how inauthentic this process is getting when we talk about recruiting diverse people: should we go organically through people we know, or try to reach beyond our circles. Some suggested it could be a long-term goal, but others talked about being very intentional about who we are reaching out to with an understanding of the importance of diversity to our work.
- Maybe we should look at artforms that are done primarily by people of color.
- Make some direct calls to the ICA or other organizations who may know artists
- Relationships and trust is important. We need to build those relationships comprehensively through marketing, outreach, etc.
- The personal ask is very effective
- Should we talk with Adrian Gill?
- There is value in having people who don't necessarily live in town. They only need to work here.
- We should include a wording of our core value on diversity right in the flyer and include a line that people of all backgrounds are welcome to apply
- Include testimonials from all the Commissioners about the value of working with the Commission

6) NEW BUSINESS

- It is Adria's last meeting as a Commissioner. Huge thanks to Adria for all her hard work that has helped get the Commission to where it is today.
- The holiday store at the Roasted Granola has been a great success. We have been collaborating at the neighborhood level. The window painting will be happening. The Holiday Stroll in the Heights will be the place to be this Saturday.
- Last goodbyes to Adria! (Who will still be serving on the Community Engagement Committee).

Meeting adjourned 8:43 pm

Respectfully submitted by Stephanie Marlin-Curiel

Next meeting: January 6, 7pm



Arlington Commission for Arts & Culture Updates

January 2022

For the ACAC meeting held online this month, we again anticipate focusing on a shortlist of items in need of voting, or priority discussion of future actions. In keeping with Open Meetings, these notes, [January agenda](#), and “Executive Order on Remote Participation” will be published publicly at least 48-hours before the meeting. We will circulate a Registration Process for the Meeting.

Please feel free to contact the chairs with any clarification or correction, to add any new business, and **ESPECIALLY NOTE** if any committee item entails a significant budget request, procedural change, or other action that requires a vote.

We acknowledge that the town of Arlington is located on the ancestral lands of the Massachusetts Tribe, the tribe of Indigenous peoples from whom the Colony, Province, and Commonwealth have taken their names. We pay our respects to the ancestral bloodline of the Massachusetts Tribe and their descendants who still inhabit historic Massachusetts territories today.

PRELIMINARY TO MEETING

Review this document and add comments, corrections, new business.

Review [last month's Meeting's minutes](#) and be prepared to vote on modification or approval.

All Commissioners review and understand Town's "[Remote Participation Meeting Checklist](#)" and guidelines for Zoom meetings, collected in a Google Drive folder, [ACAC Remote Open Meetings Notes and Guidelines](#).

RESOURCES

[ACAC Bylaws](#) | [ACAC on Town Website](#) | [ACAC Operations Plan](#) | [Strategic Plan](#) | [ACAC 2020 Annual Report](#) | August 2021 Retreat [Whiteboard](#)

COMMITTEE, PROJECT, AND TASK FORCE UPDATES

FY22 Commission Meetings Schedule: First Thursdays at 7PM unless quorum can't be attained. The next meeting is scheduled for **FEBRUARY 3 at 7PM**.

Full Commission: [Draft of the ACAC 2021 Annual Report](#) is now available for review; Commissioners are encouraged to contact the Co-chairs regarding any significant accomplishments that may have been omitted. Also, the Co-chairs and Treasurer are preparing this year's budget presentation to the Finance Committee; we will again be presenting letters in support of restoring previously cut funding; commissioners are encouraged to consider potential sources for support letters.

ARPA: Arlington Small Business and Nonprofit Working Capital ARPA Fund Applications will be accepted through January 7, 2022. Reminder these include independent artists with Sched C income that impacted by COVID. See full release at [arlingtonma.gov/planning](#)

Arlington Cultural District: The ACDCMPs have completed work with Loop Lab on the ACD Self-Guided Audio Tour, which is now hosted on a new [ArtsArlington channel](#) on the Soundcloud platform, and will be adapted for accessibility via additional channels including Apple Store, Google Play, and and others.

Grants Committee: The GC seeks new Committee Members for three-year terms, meeting the second Monday of every month. Contact accchair@town.arlington.ma.us for information.

Community Engagement: CE will hold an informational Zoom meeting on **Monday, January 31, 2022** at 7:30pm for potential volunteers to help with a wide range of programming and promotional activities, on Community Engagement and other committees. Contact: volunteers@artsarlington.org to register for the meeting. Works by 20 high school students have been selected for the **Youth Banner Initiative** in the Spring, funded by the **Gracie James Foundation**. Selections were made by Chief Flaherty (Arlington Police Department), Eric Helmuth (Select Board), Kristina Goransson (Artist), Stacie Greenland (APS), John Koppel (APS), Samantha Bolger (APS). ACAC joins the Arlington Human Rights Commission in inviting a BIPOC artist to create work on the theme YOUNG PEOPLE LEADING THE NEW CIVIL RIGHTS MOVEMENT for light pole banners to celebrate Black History Month, February 2022. Works will be juried by ACAC Artist-in-Residence **Chanel Thervil** and journalist **Crystal Haynes**.

Fundraising: The Grants Committee and the ACDCMPs worked to submit a successful application for the FY22 Cultural Districts Initiative Grant from the Mass Cultural Council.

ArtLinks: ArtLinks Arlington's January event was a film screening at Arlington Center for the Arts. Artlinks promoted an **Artists Holiday Market** November 26-December 30 at **The Roasted Granola**. Artlinks' featured artist is **Anna Kristina Goransson**.

VisitArlington: *Visit Arlington Magazine & Community Guide 2021/2022* has launched in print and at visit Arlington.org with features prominently spotlighting arts and culture activity in town, including multiple ArtsArlington projects. **Beth Locke** continues to invite distribution and editorial ideas, events to post on the blog, and other assistance.

Marketing: Two editions of the ArtsArlington newsletter last month continued to be widely appreciated. A new Soundcloud account was created for integration of audio into other ArtsArlington web properties as part of the ACD audio tour project, which will be accessible from ArtsArlington.org. Overall, while repairing for the Annual Report, the final website Analytics indicated that web traffic has almost doubled compared to 2019 and 2020.